

THE CHINESE UNIVERSITY OF HONG KONG
CENTRE FOR EAST ASIAN STUDIES

Identity Guileine

Designed by new zone creative centre limited



Objective of the Brand Building

To strengthen the identity of CEA, CUHK by

clearly defining the values of CEA as a brand

developing a distinctive visual identity system and look & feel that are easily manageable and in line with the defined brand values and personality.

The Strength

the only programmes that concentration on East Asian Studies and using English as main teaching language

based on Hong Kong, closely location with East Asian

fundamental language course will be provided for each student in order to meet the usage of teaching materials.

The Weakness

New establish since a year ago.

Lack of reputation from overseas

Slogan

Study China in a Chinese environment on a bilingual campus

The best of both worlds

Description of design concepts

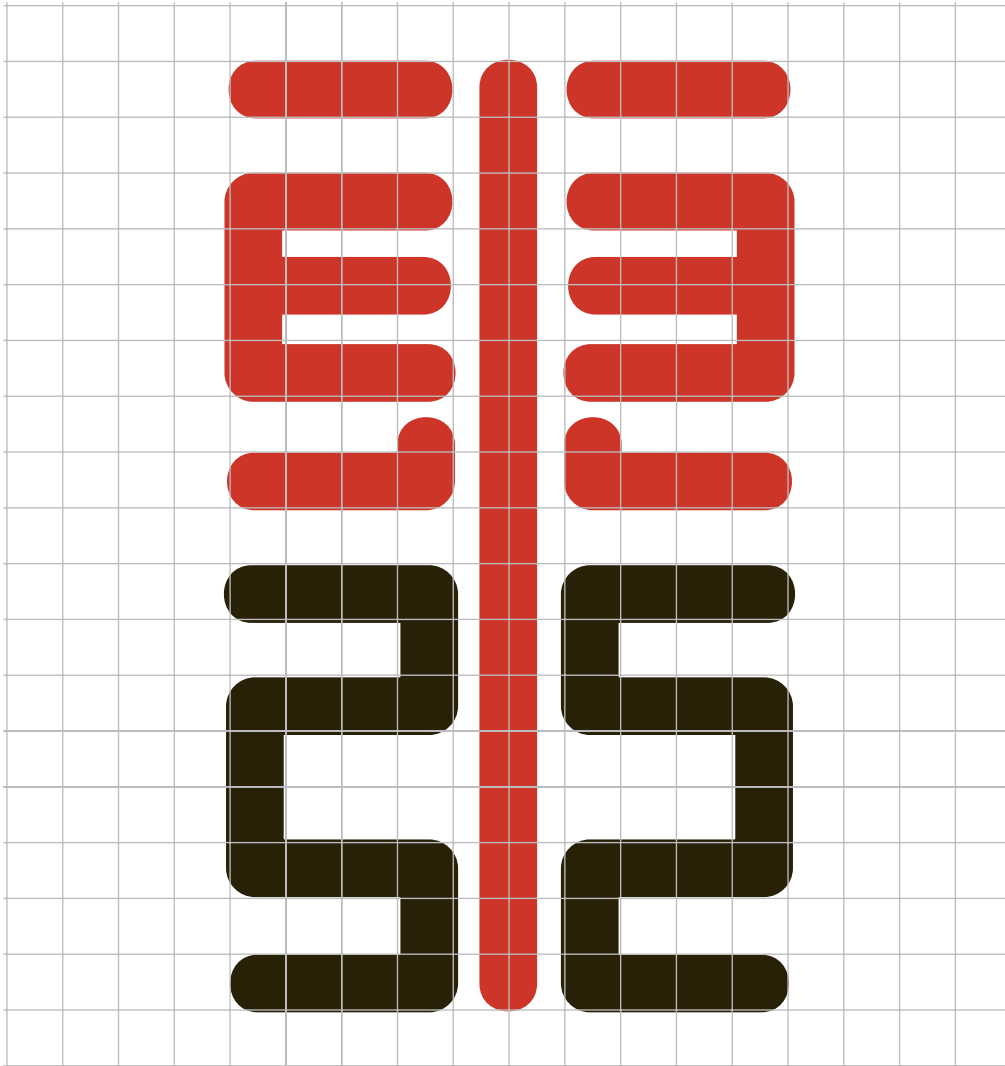
The main boundary of East Asian included China, Korea & Japan, in order to define the identity of CUHK, Centre for East Asian Studies, we should focus on those country's history, culture to find and explore their characteristics and symbols.

Since both Korean & Japanese cultures were come from China in thousands year ago, there're many similar symbols to represent their images. And we have followed the 3 points below to create the identity of CEA:

1. In East Asian, the concepts of "HOME (家)" is more important than those western countries;
2. the housing and clothing are 2 close-related elements that can show the characteristic of "HOME", also it is the necessarily of every families in East Asian countries;
3. In Korean and Japanese architecture and apparel, they shown a great influence from China and thus, there're many similar symbols between them.

We had found the mutual symbols from them and try to make it to be the logo of CEA. We had made use of the rope (apparel) and the pattern of architecture to develop the Chinese text "東" & "亞". Rope can be represented the connection between the student, the department and the studies. The architectural pattern can show the unique educational structure (Use English as teaching language) in CEA.

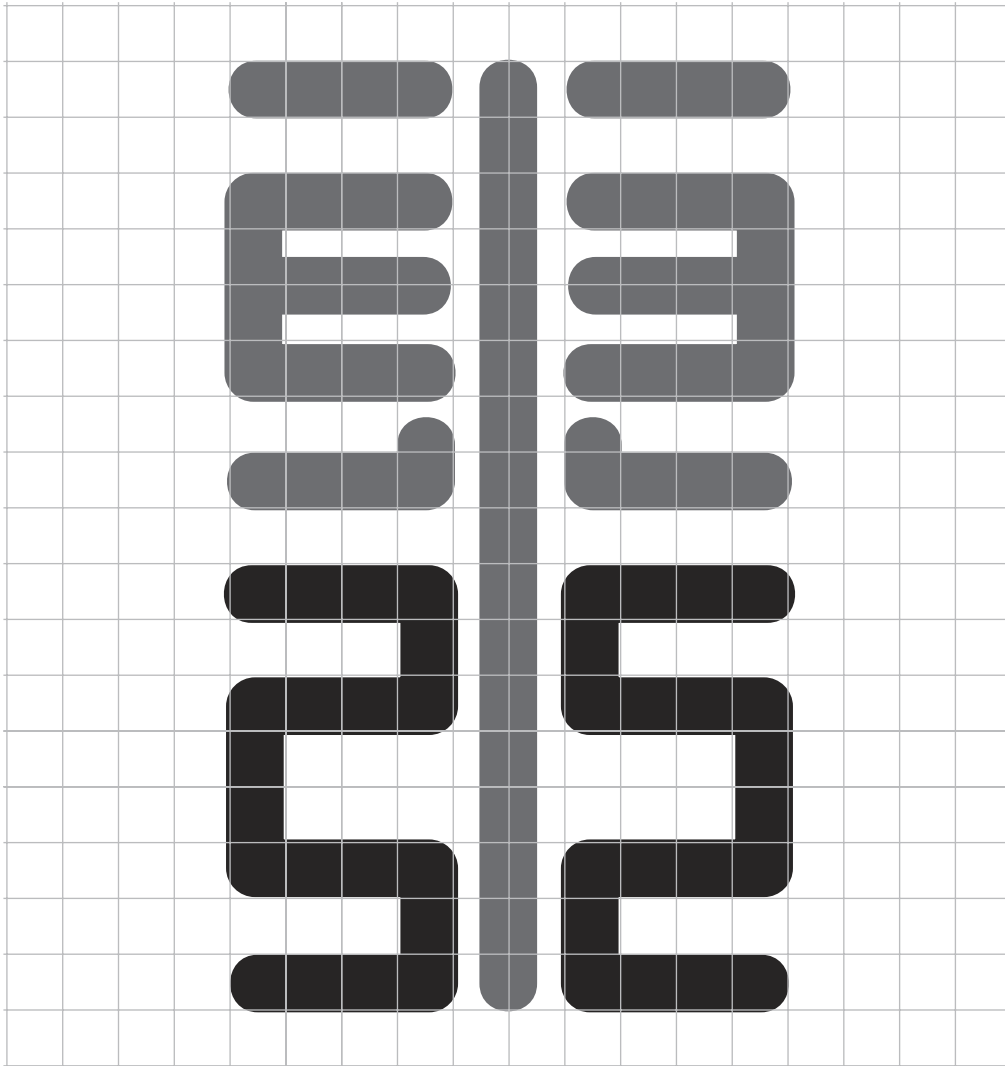
In the color choosing, red and black colors are always be recognized as East Asian style in many human's mind, together with the usage of those accent & soft colors (shown in Support Color page). That's what we want to show the identity for CUHK, Centre for East Asian Studies.



Standard Signature [colour]

Pantone coated 485C
Process color : 100M 100Y
Web color : #EE3224
238R 50G 36B

Pantone coated Black C
Process color : 100K
Web color : #000000
0R 0G 0B



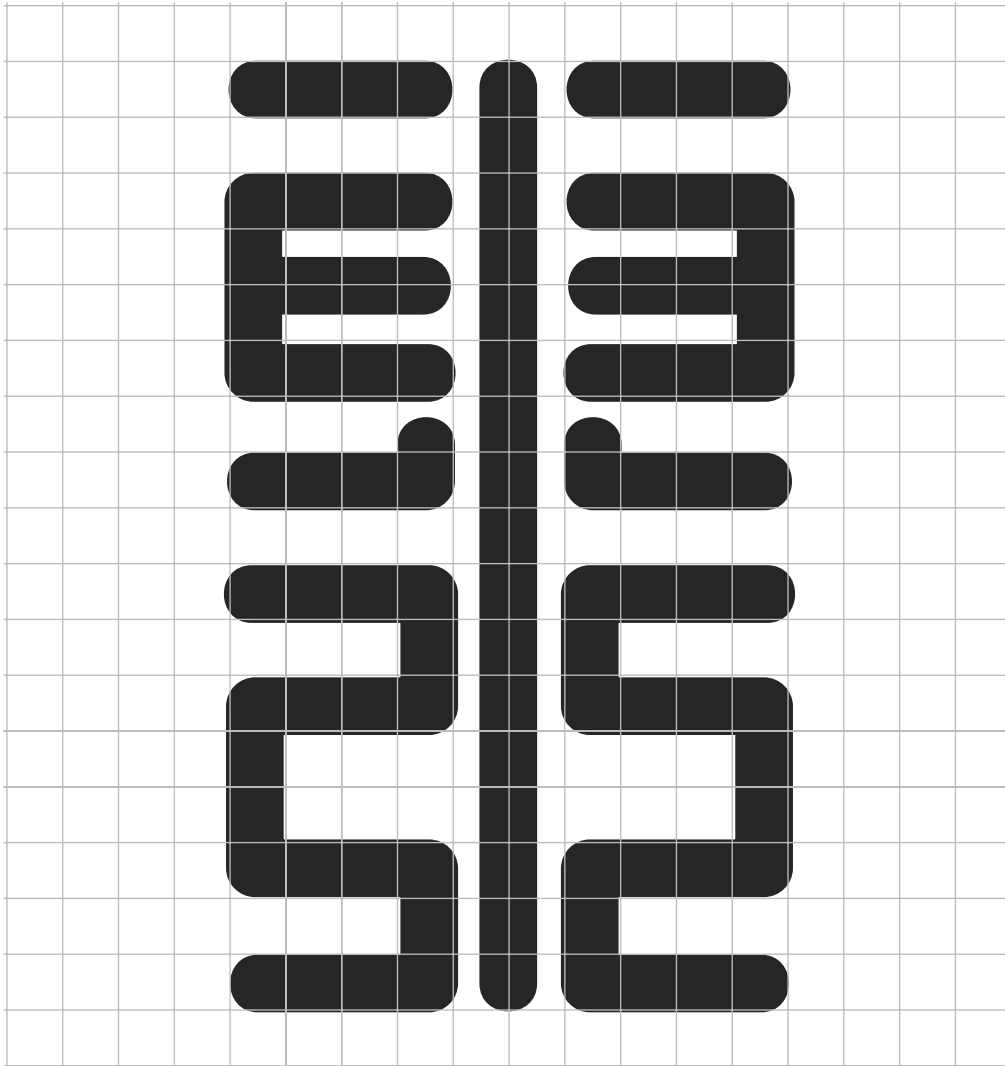
**Standard
Signature**
[grey scale]



Grey scale : 70% black



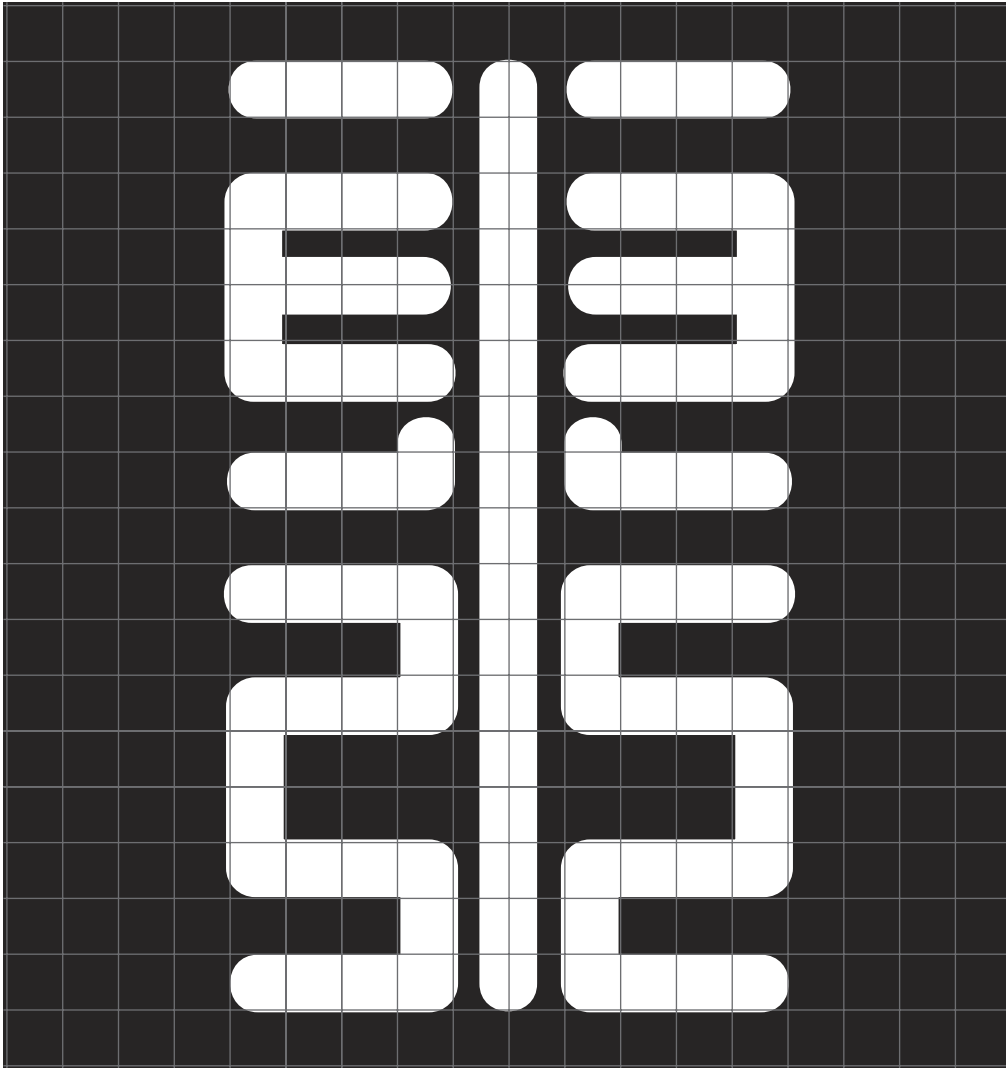
Grey scale : 100% black



**Standard
Signature**
[black]



Grey scale : 100% black



**Standard
Signature**
[inverse]



Paper color

Acceptive Case of Logo



100% White



80% Greyscale



100% Black



Bright Color



100% White



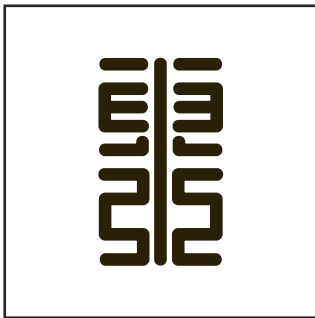
Over 30% Greyscale



Under 30% Greyscale



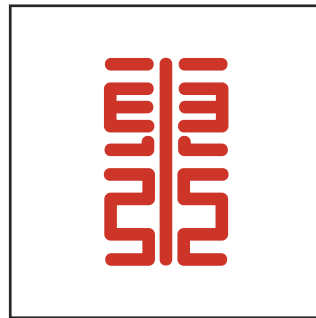
100% Black



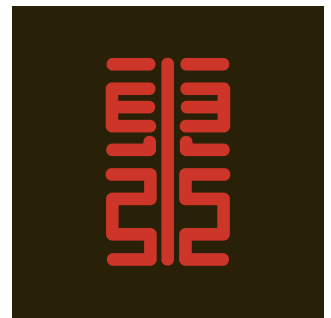
100% White



Bright Color



100% White



100% Black



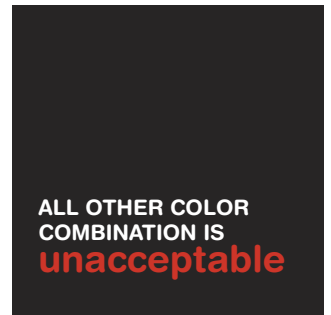
Over 30% Greyscale



Bright Color

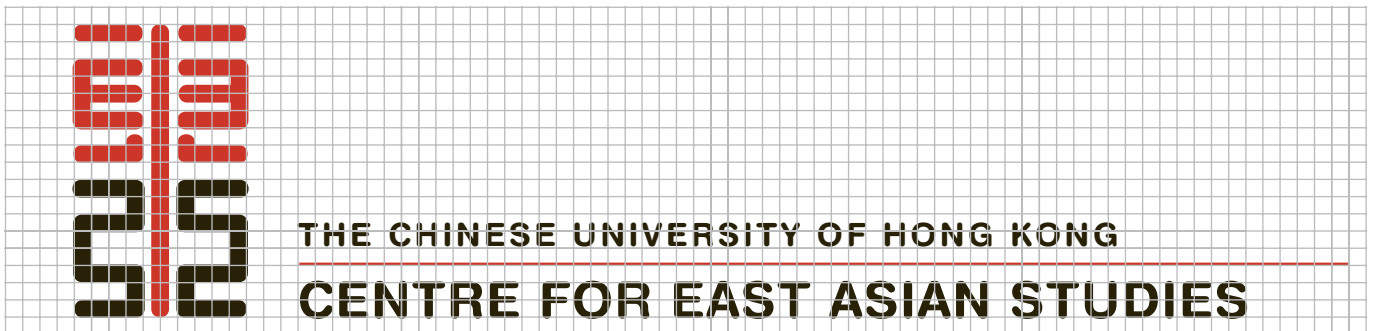


100% Black





THE CHINESE UNIVERSITY OF HONG KONG
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Horizontal Logo with English Typeface

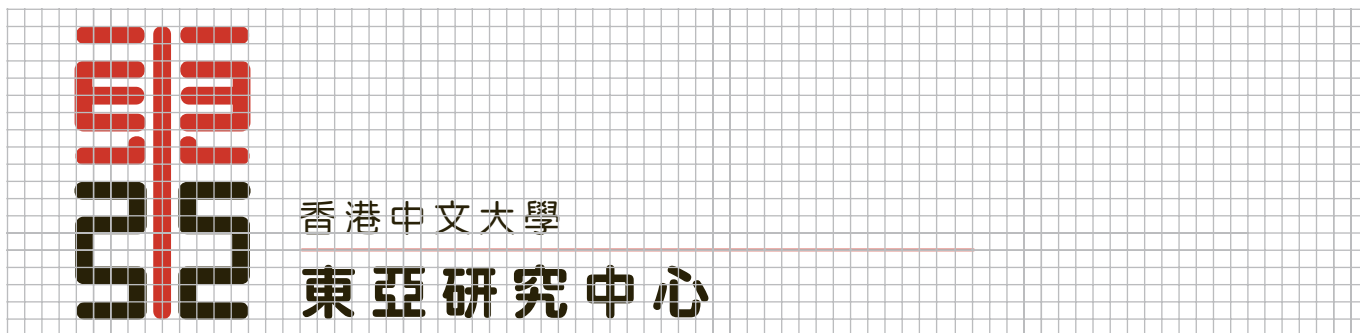
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Process color : 100M 100Y
Web color : #EE3224
238R 50G 36B

Pantone coated Black C
Process color : 100K
Web color : #000000
0R 0G 0B

Helvetica
Rounded Bold



香港中文大學
東亞研究中心



Horizontal Logo with Chinese Typeface

Pantone coated 485C
Process color : 100M 100Y
Web color : #EE3224
238R 50G 36B

Pantone coated Black C
Process color : 100K
Web color : #000000
0R 0G 0B

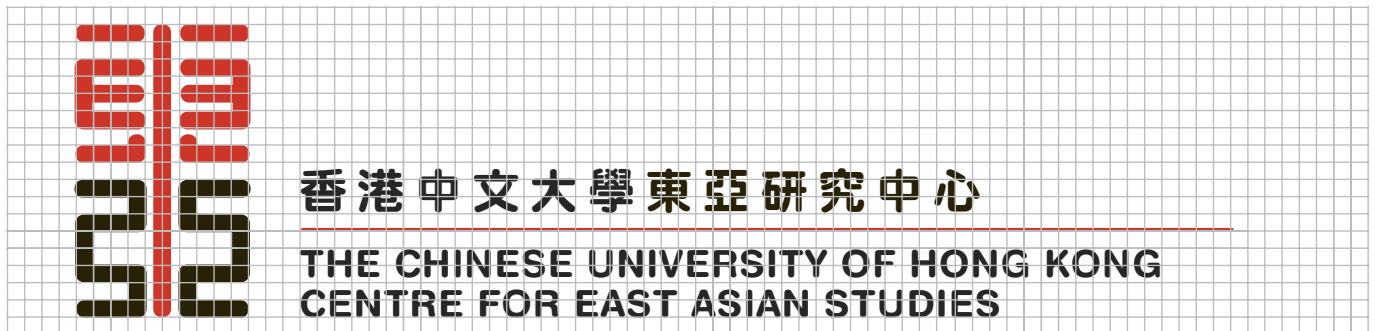
華康中圓體

華康儷粗圓



香港中文大學東亞研究中心

THE CHINESE UNIVERSITY OF HONG KONG
CENTRE FOR EAST ASIAN STUDIES



Horizontal Logo with Chinese English Typeface

Pantone coated 485C
Process color : 100M 100Y
Web color : #EE3224
238R 50G 36B

Pantone coated Black C
Process color : 100K
Web color : #000000
0R 0G 0B

華康儷粗圓

Helvetica
Rounded Bold

Vertical Logo with English Typeface

Pantone coated 485C
Process color : 100M 100Y
Web color : #EE3224
238R 50G 36B

Pantone coated Black C
Process color : 100K
Web color : #000000
0R 0G 0B

Helvetica Rounded Bold



THE CHINESE UNIVERSITY OF HONG KONG
CENTRE FOR EAST ASIAN STUDIES



Vertical Logo with Chinese Typeface

Pantone coated 485C
Process color : 100M 100Y
Web color : #EE3224
238R 50G 36B

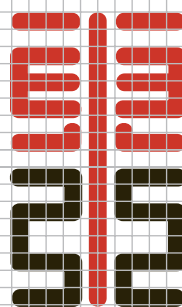
Pantone coated Black C
Process color : 100K
Web color : #000000
0R 0G 0B

華康中圓體

華康儷粗圓



香港中文大學
東亞研究中心



香港中文大學
東亞研究中心

Vertical Logo with English Chinese Typeface

Pantone coated 485C
Process color : 100M 100Y
Web color : #EE3224
238R 50G 36B

Pantone coated Black C
Process color : 100K
Web color : #000000
0R 0G 0B

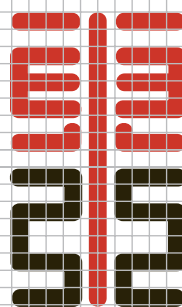
華康儷粗圓

Helvetica
Rounded Bold



香港中文大學東亞研究中心

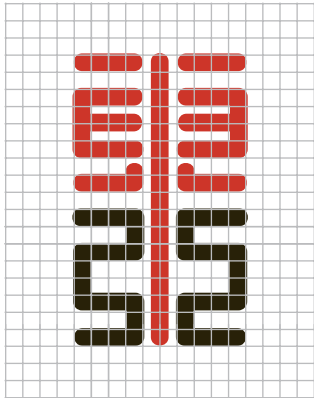
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—
3x
—



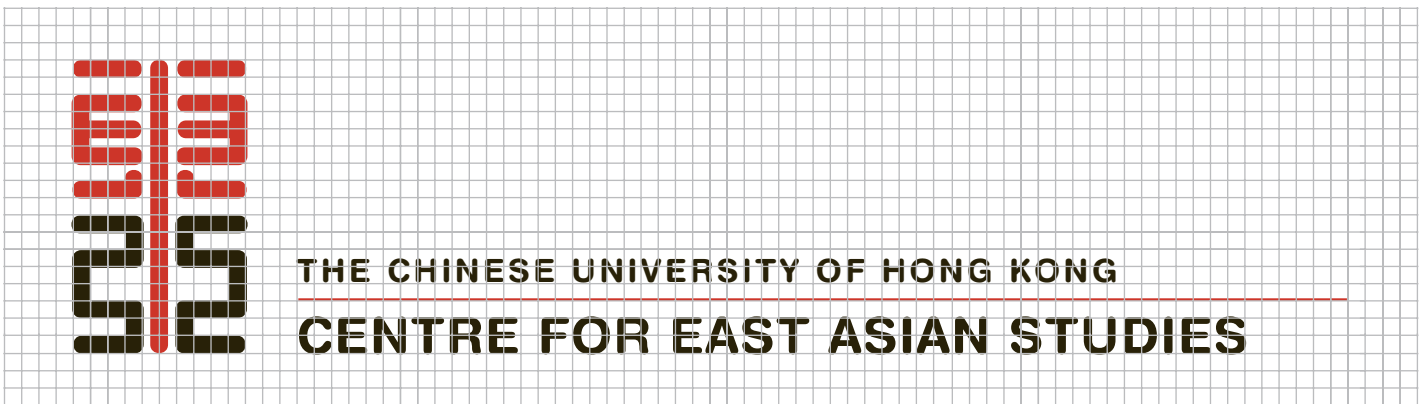
Exclusion Zone

Marked scale X display
minimal safety margin of logo.
When using a logo, must
to minimal follow the safety
margin.

—
3x
—

| 4x | | 4x |

—
3x
—

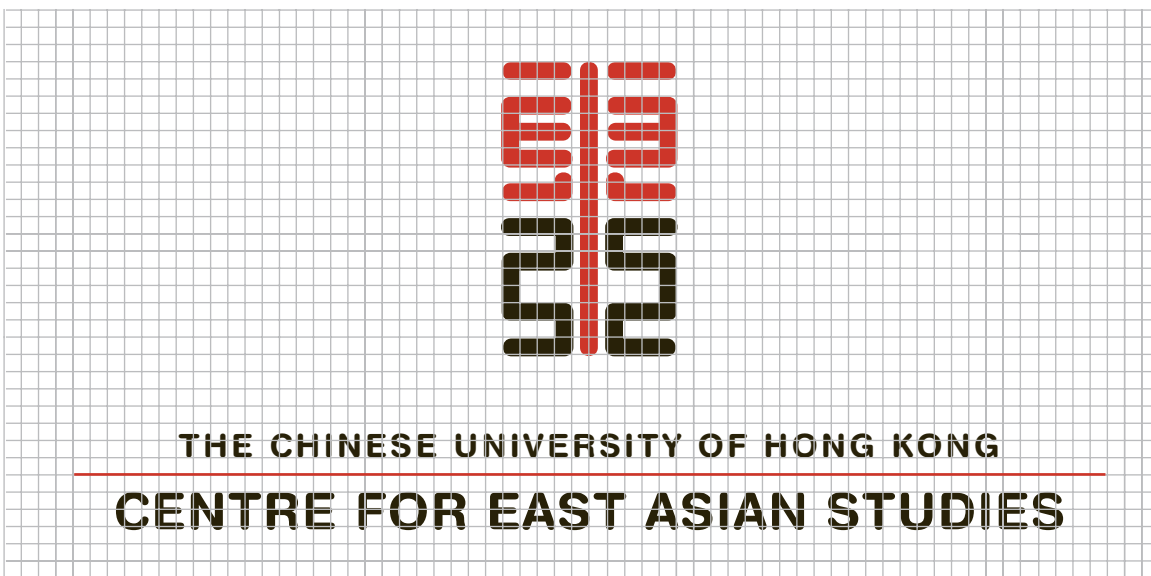


—
3x
—

| 4x |

| 4x |

—
3x
—



—
3x
—

| 4x |

| 4x |

Main Colors



Pantone coated 485C
Process color : 100M 100Y
Web color : #EE3224
238R 50G 36B



Pantone coated Black C
Process color : 100K
Web color : #000000
0R 0G 0B

Support Colors



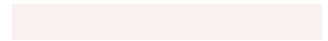
Process color :
100M 100Y 40K
Web color : #9D080D
157R 8G 13B



Process color :
100M 100Y 60K
Web color : #790000
121R 0G 0B



Process color : 25Y 12M
Web color : #FFCCCC
255R 204G 204B



Process color : 6Y 2M
Web color : #FFF0F0
255R 240G 240B



Process color :
68C 100M 28Y 21K
Web color : #660066
102R 0G 102B



Process color :
32C 44M 100Y 9K
Web color : #A9842D
169R 132G 45B



Process color : 100Y
Web color : #FFFF00
255R 255G 0B



Process color : 10Y
Web color : #FFFDE8
255R 253G 232B



Process color :
56C 60M 63Y 44K
Web color : #534640
80R 70G 64B



Process color :
38C 44M 50Y 38K
Web color : #726257
114R 98G 87B



Process color :
19C 28M 38Y 31K
Web color : #988675
152R 131G 117B



Process color :
12M 25Y 25K
Web color : #C7B299
199R 178G 153B



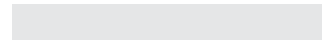
Process color : 80K
Web color : #585858
88R 88G 88B



Process color : 70K
Web color : #6D6D6D
109R 109G 109B



Process color : 30K
Web color : #BCBCBC
188R 188G 188B



Process color : 10K
Web color : #E6E6E6
230R 230G 230B



Process color : 40C 60K
Web color : #467082
70R 112G 130B



Process color : 24C 38K
Web color : #809EAD
128R 158G 173B



Process color : 10C 25K
Web color : #B1C0C9
177R 192G 201B



Process color :
13C 15M 31Y 24K
Web color : #B0A790
176R 167G 144B



Process color :
27C 30M 50Y 40K
Web color : #7E735B
126R 115G 91B



Process color : 10Y 30K
Web color : #BEBDB0
190R 189G 176B



Process color : 15Y 48K
Web color : #999889
153R 152G 137B



Process color : 63K
Web color : #7A7C7F
122R 124G 127B

Support Chinese Typeface

22pt

華康細圓體

華康中圓體

華康特圓體

華康儷粗圓

華康細黑體

華康粗黑體

華康超黑體

16pt

華康細圓體

華康中圓體

華康特圓體

華康儷粗圓

華康細黑體

華康粗黑體

華康超黑體

12pt

華康細圓體

華康中圓體

華康特圓體

華康儷粗圓

華康細黑體

華康粗黑體

華康超黑體

9pt

華康細圓體

華康中圓體

華康特圓體

華康儷粗圓

華康細黑體

華康粗黑體

華康超黑體

Support English Typeface

18pt **Helvetica Rounded Bold**

14pt **Helvetica Rounded Bold**

12pt **Helvetica Rounded Bold**

9pt **Helvetica Rounded Bold**

6pt **Helvetica Rounded Bold**

18pt **Helvetica Rounded Black**

14pt **Helvetica Rounded Black**

12pt **Helvetica Rounded Black**

9pt **Helvetica Rounded Black**

6pt **Helvetica Rounded Black**

18pt **Helvetica Light**

14pt **Helvetica Light**

12pt **Helvetica Light**

9pt **Helvetica Light**

6pt **Helvetica Light**

18pt **Helvetica Black**

14pt **Helvetica Black**

12pt **Helvetica Black**

9pt **Helvetica Black**

6pt **Helvetica Black**

18pt **Helvetica Neue 25 Ultra Light**

14pt **Helvetica Neue 25 Ultra Light**

12pt **Helvetica Neue 25 Ultra Light**

9pt **Helvetica Neue 25 Ultra Light**

6pt **Helvetica Neue 25 Ultra Light**

18pt **Arial**

14pt **Arial**

12pt **Arial**

9pt **Arial**

6pt **Arial**

18pt **Arial Bold**

14pt **Arial Bold**

12pt **Arial Bold**

9pt **Arial Bold**

6pt **Arial Bold**

18pt **Arial Black**

14pt **Arial Black**

12pt **Arial Black**

9pt **Arial Black**

6pt **Arial Black**

Support Graphic

Here is some basic elements for development visual graphic. The logo symbol can apply to those elements but never change the symbol shape and must follow the color guidelines.



Asian rope

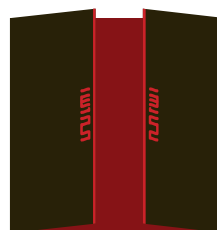
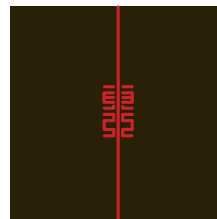
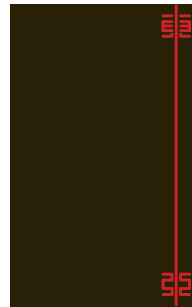


Book Slug



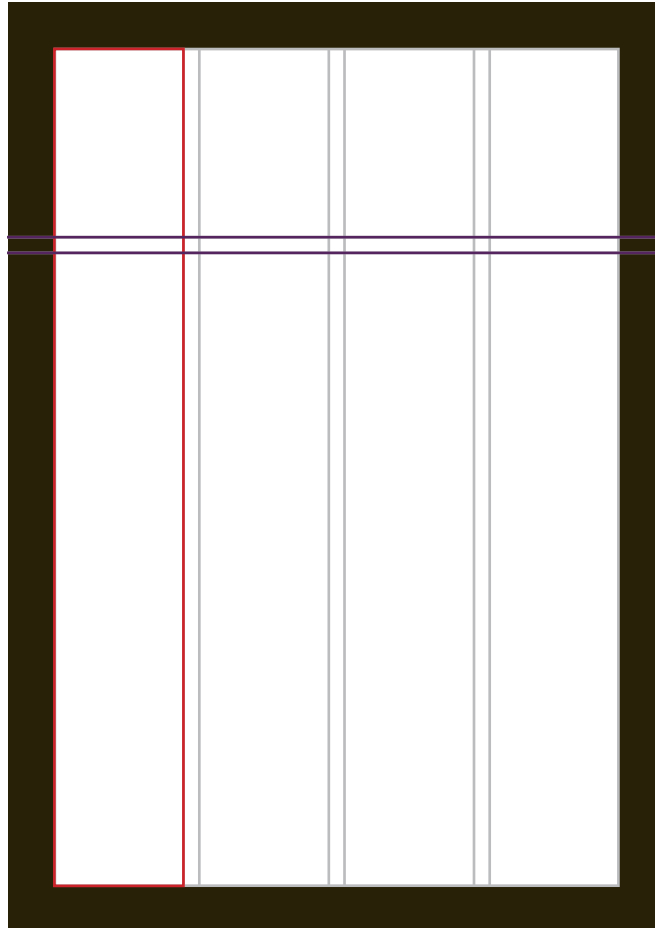
Architecture

And here is some visualize example for embed logo symbol.



Support Grid

This is a suggest grid system for text & layout publishing.
This identity guideline is base on this grid system to develop.
Designers can have a reference for design graphic layout, but
it's not a 100% rule.



Margin



Column Grid



Flow Grid

